Paid for by Vote Yes for a Safe Massachusetts

The Business Case for Investing in Gun Violence Prevention

Gun violence is a public health crisis that has serious implications for the business community and overall economic health. Investing in gun violence prevention helps businesses and banks support safer communities, grow local economies, and build trust with customers and employees.

www.actblue.com/donate/bus-safe-ma

Economic Costs to Employers

- Private employers **lose $535 million a year** in lost productivity and revenue from gun injuries
- Each nonfatal firearm injury **costs about $30,000** in health care spending in the first year. This is **more than 400%** higher than pre-injury costs.

Consumer and Employee Expectations

- **85% of Americans** say businesses should help make communities safer.
- **9 in 10** say companies should have core values in their business models.
- **7 in 10 feel more positive** about companies partnering with gun violence prevention.
- **Over 50% of consumers** and **nearly 70% of millennials** prefer companies working to reduce gun violence.
- Americans are **10 times more likely to support companies** that act on gun violence than boycott them.
- **Nearly 8 in 10** would be proud to work for companies addressing gun violence.

How can I get involved?

Join the Vote Yes for a Safe MA campaign to mobilize voter to vote YES on question 9 and protect our gun safety laws. **Sign up and donate.**

Impact on Local Economies

- In a study conducted in Washington, DC, **every 10 fewer gunfire incidents means:**
  - **1 new business opens**
  - **20 new jobs are created**
  - **$1.3 million more in sales**
  - **1 fewer business closes**

- Gun violence surges slows home value growth by about **4%, lowers credit scores and homeownership**, and forces companies to **pay more for security and insurance while losing customers**.

- High gun violence causes economic decline and disinvestment, hitting **Black and Brown communities hardest.**

Connect with the campaign

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